



East Multnomah County

SS4A Safety Action Plan

May 2024

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Safety Action Plan

- Leading with listening: Center the people behind the data.
- Focus on connecting with people of color, people who walk, bike, and ride transit, and community members with lower incomes.
- Leverage regional analysis to dive deeper into local issues and solutions
- Build a culture of safety
- Prepare for implementation

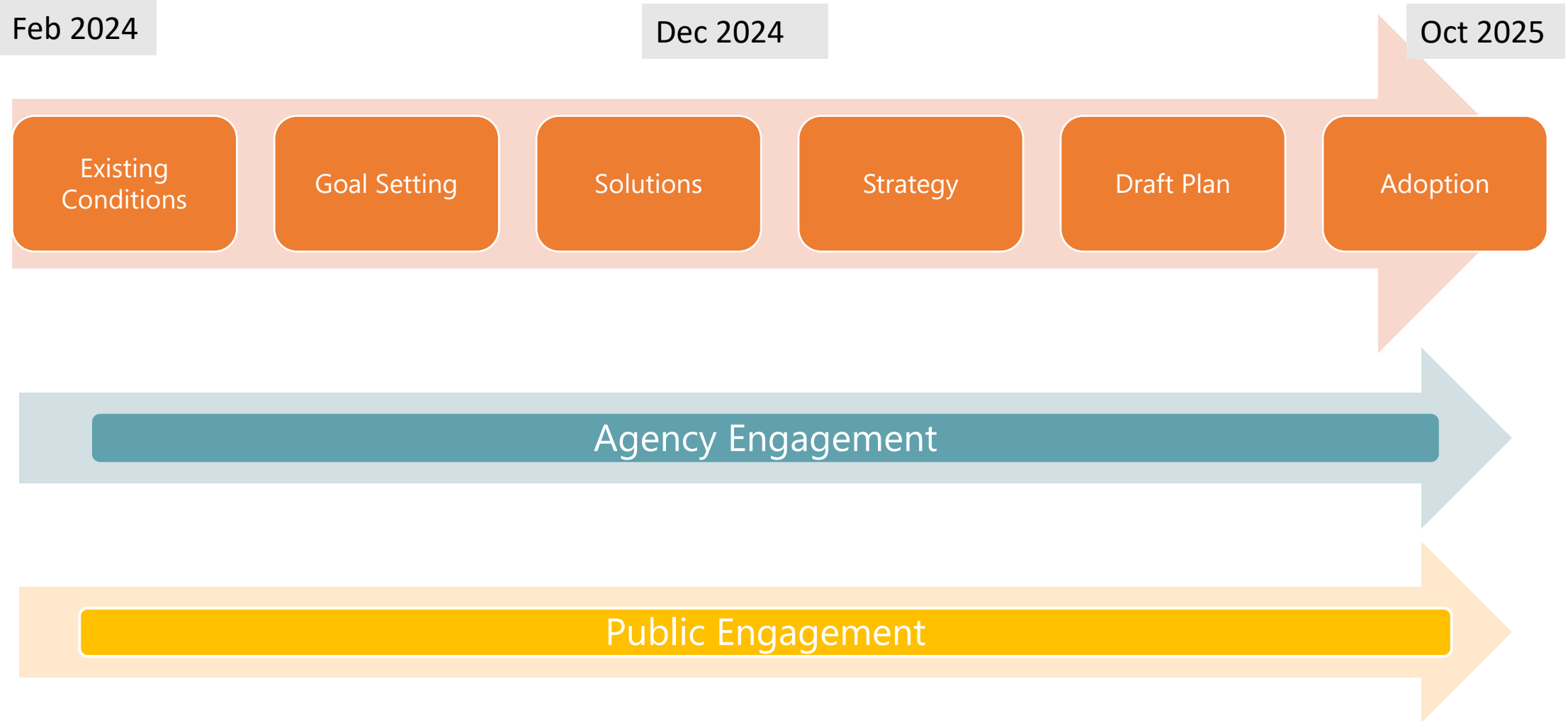
What We Heard

"I'm nervous that pedestrian injuries and fatalities are a lot more common than they used to be. More street lighting would make me feel more comfortable walking at night."

- NASHVILLE RESIDENT

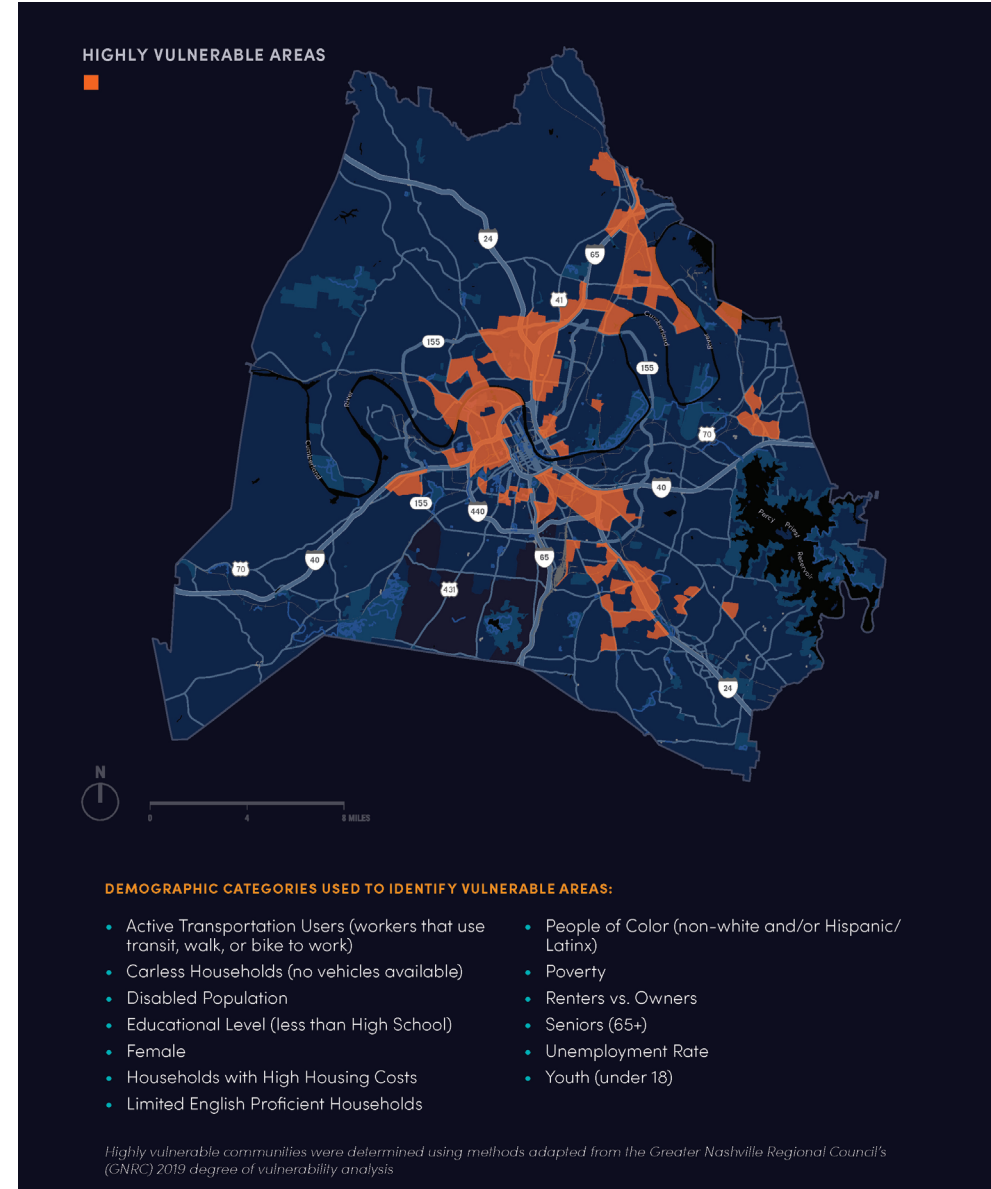


Key Project Components



Data Approach

- Leverage regional analysis to dive deeper into local issues and solutions
- Deeper equity analysis
- Investigate critical questions
 - What is different in this area, and what are the contributing factors?
 - Why are crashes raising higher in MC than in other counties?
 - Why are pedestrian fatalities higher?





3 Phases of Engagement



Phase 1:
Listen and Learn
Engage Broadly

Share what we know.
Listen, cast a wide net

What is your experience?

Vision and Goals



Phase 2:
Reflect and Dive In
Reflect, Connect the dots

Share what we've learned,
where the data supports what we heard from the community

What needs to change?

Projects & Strategies



Phase 3:
Refine

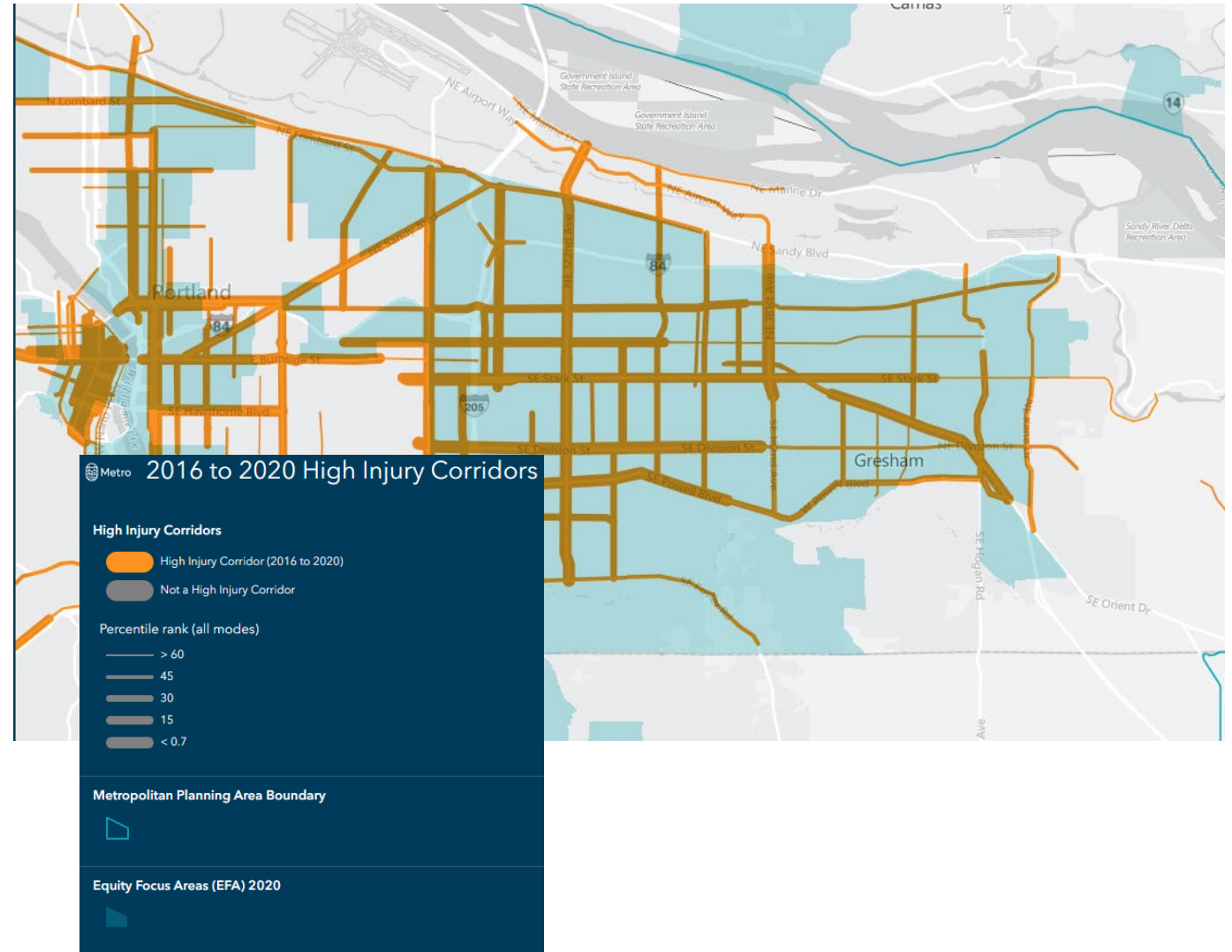
Review and comment on draft plan and recommendations

Did we get it right?

Safety Action Plan

Equity Focus

- Priority Community Audiences:
 - People who live, work, or travel near HICs
 - Black, Indigenous, and other POC
 - Older Adults (over 65)
 - People with disabilities
 - Non-Native English Speakers
 - Youth
- Strategy
 - **Equity Analysis** underway to further focus geography and activities—prioritizing Title VI protected groups.
 - **Partnership with Community Engagement Liaisons** to engage equity priority communities.
 - **Translation** of some project materials in alignment with County Language Assistance Plan (likely Spanish, Vietnamese, Russian, Chinese, Ukrainian, Somali, and Arabic)



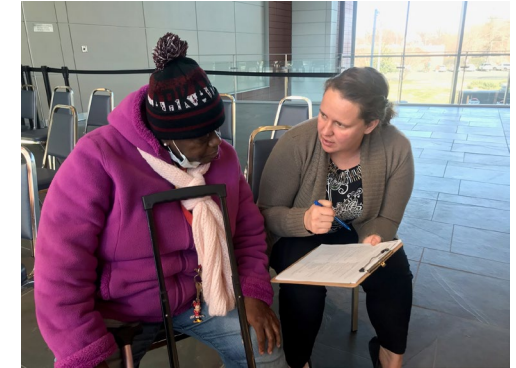
Potential Engagement Activities

- In-Person Engagement

- Community Listening Sessions (CELS)
- Key Partner Listening Sessions
- Mobile Outreach at Existing Community Events
- Community Walks
- Workshops
- Pop-up Demonstration Event



Community workshops



Mobile Outreach (intercept survey)

- Online Engagement + Project Promotion

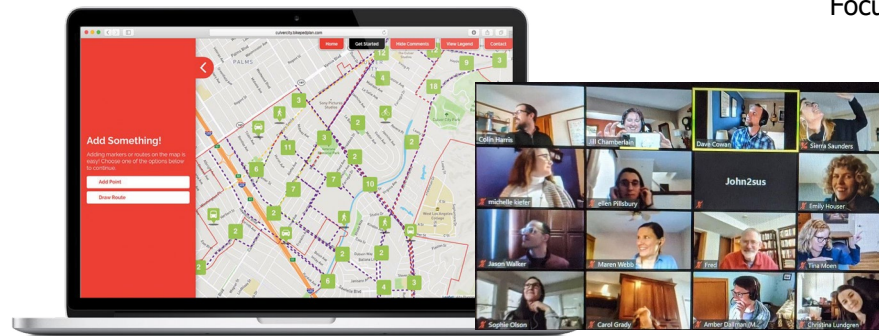
- Online Surveys and Interactive Maps
- Safety Education Campaign Materials
- Promotion:
 - Website/ Newsletter Updates
 - Social Media
 - Flyers
 - Press Release
 - Lawn Signs



Clear, Multilingual Promotional Materials



Focus Groups/ Listening Sessions



Digital Engagement

Agency + Partner Engagement



**Phase 1:
Listen and Learn**



**Phase 2:
Reflect and Dive In**



**Phase 3:
Refine**

Public
Engagement
Plan

Goal Setting

Review
Analysis
Results

Identify
Solutions

Draft and
Final Safety
Action Plan

- Engagement Activities

- Partner Listening Sessions
- Interviews
- Draft Plan Review

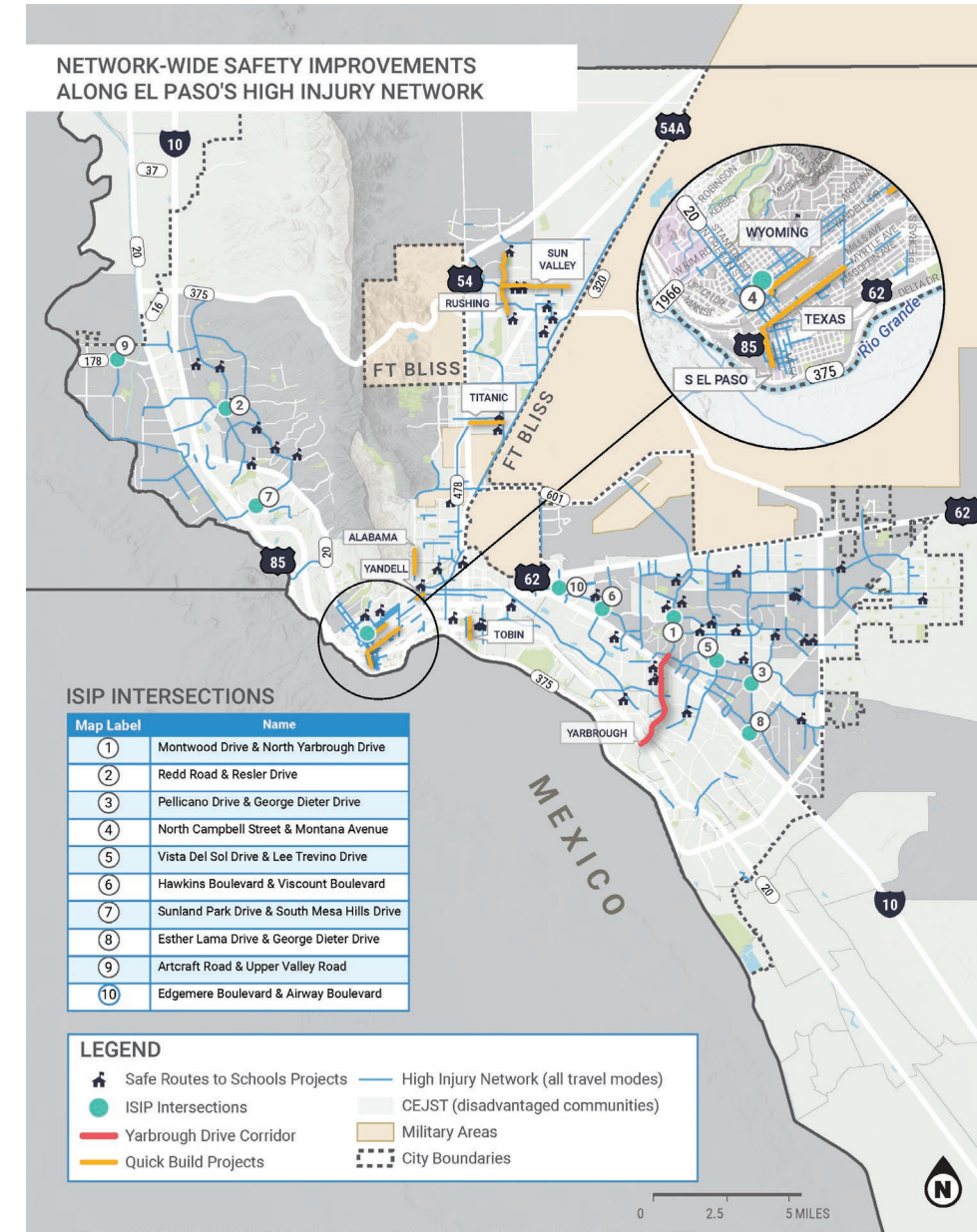
EMCTC's Role

EMCTC:

- is the project steering committee
- will approve:
 - Public Engagement Plan
 - Project goals
 - Help define local analysis
 - Solutions and prioritization
- Will endorse the Safety Action Plan

EMCTC TAC is the project technical advisory committee

- With additional voices at the table



Discussion Questions

- Feedback on equity approach or priority audiences?
- What is the best use of in-person engagement time and energy? What have you seen work well in your community?
- What are other channels and strategies to promote the project and get the word out to your constituents about opportunities to get involved?